Delia duPlessis

Connecting Your Brand with Discerning Consumers | Driving Trust and Inspiration, Through Storytelling

TRAVEL & LIFESTYLE JOURNALIST · CONTENT STRATEGIST · LUXURY TRAVEL ADVISOR

CONTACT@CONCIERGECREATIVES.COM · 424.250.3848 · CONCIERGECREATIVES.COM/STUDIO · DREAMDESTINATIONS.BLOG



"Delia has been a monthly contributor to The Compass on VAX since 2022. In her four years submitting articles, she has covered a wide variety of topics including destination-focused content on places like Africa, Europe and Big Bear Lake, as well as business insights like marketing tips for luxury travel advisors, niche-specific guidance and more. Delia's many years of experience in the travel industry give her a unique and valuable perspective for readers."

Jenna Buege, Senior Editor, VAX VacationAccess / The Compass

ABOUT

Delia duPlessis is a travel journalist and luxury travel advisor based in Los Angeles. Since 2011, she has operated Dream Destinations Travel Agency and its blog, leveraging over a decade of digital publishing. A contributor to the Jewish Journal and VAX/Compass, she connects luxury brands to industry professionals and a digital audience of over 2 million monthly visitors.



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Connecting Your Brand with Discerning Consumers,
Editorial-first campaigns for luxury travel and lifestyle brands, tourism boards, and hospitality groups.

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Sponsored Articles & Blog Posts

MEDIA DISTRIBUTION CHANNELS

200,000+	**2M+**	**Since 2016**	**Since 2011**	**20,000+**
VAX/Compass monthly Travel & Event Professionals	MonthlyVisitors JewishJournal.com digital distribution	TheJewish Journal Bylined Contributor	Established Blog dreamdestinations.blog	Active Community Members Facebook advisor & planner groups

Newsletter: 2,000 subscribers · Instagram, Facebook, Pinterest, 11.2k monthly views. YT, LinkedIn 2,222 followers

The Journal reaches 150,000 weekly print readers and over 2 million monthly unique digital visitors. This highly affluent audience has an average household income well over $260,000. While the core print readership has a median age of 51 and older, the digital platform engages a younger demographic primarily spanning ages 20 to 50.

WHO YOUR SPONSORED ARTICLE WILL REACH

Travel & Event Professionals Event planners, and retreat organizers across North America. These are the professionals who recommend and book luxury experiences on behalf of their clients.

You're not buying a one-off blog post; you're investing in evergreen editorial that can be referenced for years.

What I Write and Where It Runs

- Sponsored articles in Travel Agent Trade Publications
- Sponsored features on JewishJournal.com
- Sponsored posts on dreamdestinations.blog
- Ghostwritten articles published under your name, for your audience

THE PROFESSIONAL ADVANTAGE

WITHIN OUR NETWORKS & COMMUNITIES OF TRAVEL ADVISORS, EVENT PROFESSIONALS, WEDDING PLANNERS, AND RETREAT ORGANIZERS, RECOMMENDATIONS ARE SHARED PEER-TO-PEER, WHERE A TRUSTED ENDORSEMENT FROM A FELLOW PROFESSIONAL CARRIES MORE WEIGHT THAN ANY ADVERTISEMENT AND KEEPS YOUR BRAND GENERATING REFERRALS LONG AFTER THE ORIGINAL PLACEMENT.

WHAT THEY SAY

"The articles are FANTASTIC! What would be the logistics of potentially publishing your blog post on our site? I loved it so much. It captured all the things that make Big Bear special, unique, fun, quirky..."

Karla R., Big Bear Director of Operations

"Thank you so much for that article about Big Bear! Such a comprehensive overview! I am so impressed! I could figure out our entire itinerary just from this! It had all the information I needed for you to book an amazing trip for us!"

Dr. Eleanor R., Dentist

"Delia was very responsive, knowledgeable and without a doubt did an amazing job creating a strong footprint for us and expanded our marketing to social media. She used those changes to our advantage."

G.W. Social Media Client

Brilliant appraisal thank you!

Delia. thank you for the comprehensive appraisal of the Safari market in Africa, in the Jewish Journal.
I've been looking for such a run-down since moving here (Dar Es Salaam) last month and can't wait to get out and about on such experiences as well as the diving.

Matt Tanzania Air

View full portfolio at conciergecreatives.com/studio

BESPOKE CONTENT & CREATIVE SERVICES

Ghostwriting & Brand Voice



In addition to media placements, Delia provides custom content creation and design for luxury travel and lifestyle brands, hospitality groups, tourism boards, and small businesses.

- Ghostwritten articles, blog posts, and destination guides published *under your brand.*

I specialize in capturing your brand's voice and translating complex travel offerings into clear, conversion-oriented narratives that advisors, planners, and high-value guests can act on.

- Website copywriting, landing pages, brochure copy, and marketing materials
- Social media graphics, content packages, and destination guide design
- Event programs and promotional materials for retreats and weddings.

For additional creative services, rates are based on scope.
Reach out to discuss your project.

Unless otherwise agreed in writing, you own full rights to the ghostwritten and custom content created for your brand and may repurpose it across email campaigns, social media, sales decks, presentations, and internal training materials.

WHAT THEY SAY

"I was amazed at Delia's multitude of skills. From event planning to decor/design & implementation to her technological skills.
She has an incredible work ethic and delivers above and beyond every time.
She is a joy to work with."
Sally H

"Delia is a highly skilled artist, demonstrating proficiency in print and digital design. Her exceptional talent in copywriting is evident in her ability to craft compelling and impactful content that resonates with the audience." I do not hesitate to recommend Delia for her attention to detail, creativity and willingness to go above and beyond. "
Lynn B



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WRITING PILLARS

Luxury Wildlife & Eco-Tourism

Africa, Safaris, Sustainable & Regenerative Travel

Premium Lifestyle & Cultural Heritage

The Travel & Events Ecosystem

European Destinations, Jewish Heritage, Culinary & Wine Travel

Destination Weddings, Retreats, Advisor Insights, Milestone Experiences

Domestic & California Lifestyle

Longevity, Slow Travel California, Wellness & Retreat Experiences

SELECTED PUBLISHED WORK

The Family Travel Formula That Books Itself

VAX/Compass

California's Hidden Luxury Playground

VAX/Compass

Let Your Foodie Obsessions Determine Your Destination

VAX/Compass

East Africa vs Southern Africa: A Safari Guide

The Jewish Journal

Luxury Travel in 2026 is not what you think

The Jewish Journal

The Magic of Micro-Weddings: San Diego

Dream Destinations Blog

Luxury Travel Guide in 2026

Dream Destinations Blog

SPONSORED MEDIA PLACEMENTS

Package	What's Included	Starting At
B2B Trade Feature	Exclusive editorial feature on VAX/Compass, directly distributed to 200,000+ travel advisors, wedding planners, and retreat organizers across North America.	$350
Consumer Media Feature	Dedicated cultural or destination feature on JewishJournal.com + dreamdestinations.blog.	$550
Dual-Market Campaign	Full feature integration across VAX/Compass, the Jewish Journal, and dreamdestinations.blog, plus targeted social media amplification.	$1,000

Standard delivery: 7-15 business days from receipt of completed brief and brand materials. Includes one draft and one round of revisions within 5 business days of client feedback. Rush delivery (5 business days) available for an additional fee, subject to availability. Trade publication features subject to editorial scheduling.

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WHAT YOU CAN EXPECT

Influencers deliver a 48-hour spike. Editorial features deliver multi-year search visibility and peer-to-peer referrals.

A traditional lifestyle influencer gets you in front of individual consumers. My platform gets you in front of the luxury travel advisors and event planners across North America who book high-end experiences for hundreds affluent clients a year. One article doesn't just win one customer; it educates a network of professionals who will refer your brand for years to come.

An Instagram post or TikTok video has an algorithmic shelf-life of about 24 to 48 hours before it vanishes into the feed. Your placements are editorial, searchable, and evergreen.

Influencer content delivers a brief spike in temporary awareness. My placements are rooted in trusted trade and consumer publications. Because peer-to-peer advisor recommendations are shared continuously in active networks and planner groups, your brand generates organic B2B referrals long after the campaign launch date.

1, Book a Strategy Call: calendly.com/travelandwine
2 Email to Request a Custom Proposal: contact@conciergecreatives.com
3 Text or Call 424.250.3848

WHAT THEY SAY

Delia went above and beyond in every capacity—from web development and event planning to fundraising and design. She created a beautiful website, crafted compelling newsletters, and produced stunning materials for our annual gala. Her dedication is unmatched, and she has been an invaluable asset to our leadership. Highly recommended.

Sydney L - Non-profit LA

Delia, I came across your article in the Jewish Journal — "Luxury Travel in 2026 Is Not What You Think" — and I have to say, it stopped me in my tracks. Not because it was well-written (though it was), but because it described, almost word for word, the philosophy behind the shift from performing luxury to feeling something real. The move toward immersive, meaningful, insider access. The emotional power of roots tourism and ancestry. The idea that a great trip changes something in you.

DMC Portugal